

Tailored



About Tailored Titles

Tailored Titles began in 2013 at the Northwest Library as part of their Innovation Plan. It involved performing in-person readers' advisory with members by way of a paper survey. That same year, we started conducting Tailored Titles sessions on Facebook and through the end of 2014, we had made over 150 reading recommendations over the course of 9 online sessions and nearly 100 in-person personalized reading lists. On June 1, 2015, we expanded Tailored Titles to include the program components listed below.

Program Goals

Provide members with suggestions for reading/listening and information about library events and library resources.

Program Components

- **Tailored Titles Online**

Members specify topics about which they'd like more information or they complete a reading interest survey at metrolibrary.org and a content specialist will use their responses to build a personalized reading list (**PRL**).

- **Tailored Titles Newsletters**

Members subscribe to our genre-based email newsletters at metrolibrary.org to receive reading recommendations and information about resources and programs of interest on a monthly or bimonthly basis.

- **Tailored Titles on Social Media**

A monthly readers' advisory session that provides a personalized reading suggestion (within a 2 hour window) in response to a reader's request received via Facebook or Twitter.

- **Tailored Titles at Your Library**

Staff help members complete the online reading interest survey at their library and a content specialist will use their responses to build a PRL.

Content Specialists

Content Specialist Goals

- Create PRLs based on reading interest surveys.
- Curate genre-based newsletters.
- Advocate for Tailored Titles to coworkers and to the public.

Creating a PRL

- Familiarize yourself with the titles that the member told you they liked and/or disliked (e.g. read the summary in the catalog, read a review, read comments on Goodreads/Amazon, etc.).
- If you have immediate ideas, jot them down.
- Go to your resources: take a cursory look, jot down some ideas.
- Let your ideas percolate for a few hours or even as long as a day.
- Browse the shelves, look through a magazine (e.g. *Library Journal*, *Publishers Weekly*, *People*, *Entertainment Weekly*, etc.).
- If needed, ask others for their thoughts.
- Go back to your resources: read reviews for the titles you've chosen as this may help you if you aren't familiar with a specific title and especially if a member specifies something that they don't want in a suggested title (e.g. language, violence, sex).
- Reading a reader's review (versus a reviewer's review) can help with perspective, if needed.
- If you are unsure of a title, it sometimes helps to grab a copy and read from several random sections (beginning, middle, end) to get an idea of the pace, tone, setting, etc.
- Occasionally, you may want to create most your suggestions that match exactly what the member is asking for (e.g. "I want all Westerns") but then add 1 title that matches what the member enjoys about

the titles but in a different genre (e.g. have 4 Western titles and 1 Historical Fiction, or have 4 cozy mystery audios and 1 'Gentle Read' audio). This may be especially useful for a member who has read or listened extensively to a certain genre and the library does not have more titles to offer that have not already been checked out.

- Be able to explain the reason you chose the title for the member ("I selected this title as you said you liked strong women characters," "I selected this title as you said you enjoyed a fast-moving action story," "I selected this title as you said you enjoyed novels set in the 1950s United Kingdom," etc.).
- **Important:** before you get too excited about your choices, make sure that they are available in our catalog and in the format that your member has requested. ILL is nice but our recommendations should be readily available in the system and in the requested format. Try to avoid recommending paperbacks since they cannot be placed on hold online.
- Have fun! This should be a nice break from some of your regular tasks.

Resources

All Genres

NovelList

- Where to find it: metrolibrary.org/research
- Why we like it: The reviews are useful as they can often provide better sense of the book than one can get for the synopsis, author – title – series read-alikes, description of the author's writing style.

Goodreads

- Where to find it: goodreads.com
- Why we like it: Create your own reading lists, add notes to be able to recall a book later, read-alikes
- Goodreads read-alikes lists: goodreads.com/list/tag/read-alikes

Booklist

- Where to find it: booklistonline.com
- Why we like it: Create your own reading lists, add notes to be able to recall a book later

Fiction

Fantastic Fiction

- Where to find it: fantasticfiction.com
- Why we like it: lists: best books by genre - new authors - new books - coming soon - most popular - top author, lists: hardback, paperback, audio, Kindle, genre pages

Science Fiction

- Where to find it: bestsciencefictionbooks.com
- Why we like it: good lists for stand alones and specific types of scifi by subgenres, era, age, the "core list," as well as recommendations from other users for similar titles.

Fantasy

- Where to find it: bestfantasybooks.com
- Why we like it: LOTS of good list by subgenre, award winners, theme, year, decade, top 100, best audiobook and much more.

Mysteries

Stop, You're Killing Me!

- Where to find it: stopyourekillingme.com
- Why we like it: search: character, author, award winners, new items: hardback – paperback - audio- large print, indexes: location – job – historical – diversity - gender, read-alikes.

Romance

Romance Writers of America

- Where to find it: rwa.org
- Why we like it: large index of authors, best sellers lists, award winner lists

Best Practices

- Stay current on book reviews. Suggestions: book reviews from the New York Times, NPR, Kirkus, Publishers Weekly, and Library Journal.
- Check our catalog—ensure that each title you suggest is currently available through MLS.
- Suggested Reading: *The Readers' Advisory Guide to Genre Fiction 2nd Ed. (2009)* by Joyce G. Saricks (available in print or as an eBook at j.mp/ragenrefguide)


LibraryAware

LibraryAware is the website we use for creating, editing, and sending PRLs and genre-based email newsletters to our Tailored Titles members. For the **PRLs**, we created a template so you don't have to create a new PRL from scratch for each member. Our **newsletters** arrive prepopulated with titles so there's little work needed to prepare them for subscribers.

Using LibraryAware for Tailored Titles involves 2 parts: **Creating a personalized reading list** and **Editing a newsletter**.

1. Creating a Personalized Reading List


While we tell the member that a PRL will take 8-10 business days to complete, internally, we're aiming for the PRL to be completed in 4-5 business days.

1. Visit libraryaware.com and sign in with your email address and password.
2. Click on **Newsletters** at the top left.
3. Click on **Newsletter Lists** on the left. Scroll down to **Tailored Titles** and click **Create Issue**. (To minimize the risk of losing unsaved work, name this issue and save it before you do anything else. Name it *your email-membername*, e.g. tim.spindle-johndoe).
4. Personalize the template with the member's name, the date, and your name and contact information where appropriate.
5. Click on the **Based on your survey...** line and when the menu bar appears, click **Add New—Book—Jacket on left with annotation**.
6. Search for the version of the title with the correct annotation and click its **Use this book** button. Click the **Rich Text** button to convert the annotation to rich text and then add a sentence or two (**bolded**, to stand out) explaining why you chose this title.
7. Click on each title's link to ensure that it links to the proper record(s) in the catalog. Don't suggest paperbacks and don't suggest a title we don't own.
8. When your list is ready to send:
 - Click the **Save** button at the top right

- Click the **Publish to...** button
- Select to **Schedule Email**
- Select to **Publish: Immediately**
- Enter "Tailored Titles for *member's name*" as the **Subject** of your email
- Enter the member's email address in the **Email Addresses** box and then click the **Schedule Send** button
- Sign in to Basecamp (metrolibrary.basecamphq.com) and mark as complete

2. Editing a Newsletter



Before you edit your newsletter, you'll need to create an email notification to alert you when the draft of your newsletter is available for editing. *The draft will be available 3 weeks before the newsletter is scheduled to be delivered.* To create the email notification:

1. Click **Newsletters** at the top left.
2. Click **Newsletter Lists** on the left.
3. Click the star icon next to your newsletter(s). Starred Newsletter Lists will display a star .
4. Click **My Profile** at the top right.
5. Under **Email Notification Preferences**, select "**Only starred Newsletter Lists**", click in the box below it, select **Metropolitan Library System**, and then click **Save Preferences**.

After you have created your email notification, start editing your newsletter. Editing your newsletter involves 2 steps: **Testing Catalog Links** and **Adding Content**.


Testing Catalog Links

1. Click **Newsletters** at the top left.
2. Click **Newsletter Lists** on the left.

3. Click the Starred button  at the top of the page to display only your newsletter.
4. Click the **View Issues** link then click the **Edit** link for your upcoming newsletter.
5. Test that each title's link to the catalog works by hovering your mouse over the cover image and then clicking on the link that appears in the pop-up box. **IMPORTANT:** If you find a link that shows no search results, search CarlX for the title. If it's **In Process**, email tim.spindle@metrolibrary.org the title and its BID so Tech Processing can expedite it. **If you don't find the title**, delete it from the newsletter by hovering your mouse over the title until the menu bar appears and then click the trash can icon  to remove that title from the newsletter.

If we do own the title, you'll need to update its link in the newsletter:

- a. Search for the title in our catalog and copy the URL from the search results page.
- b. Go back to your newsletter and click on the title (which is a link) and this menu will appear

at the top left: . Click the icon that looks like a chain link, click on the **Custom** link, then paste the copied URL into the box and click **OK**.

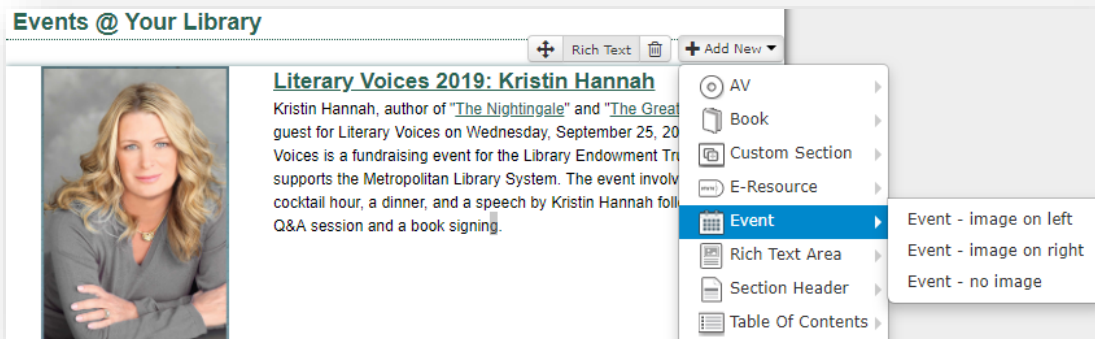
Adding Content

You can easily add links to **digital resources** (like databases and downloadable/streaming services) and **library events** to your newsletter that will be of interest to your newsletter's subscribers. For example, *RBdigital* has many magazines that would complement newsletters like Armchair Travel, Business and Personal Finance, and Home, Garden, and DIY. *NovelList* might be helpful for subscribers of the Fiction A to Z newsletter. Our *tai chi classes* would be a nice fit in the Mind and Body Fitness newsletter. Even if you can't find a resource/event that relates to your newsletter's subject, it's **always better to include something rather than leave this section blank**. Here's how to add this content:

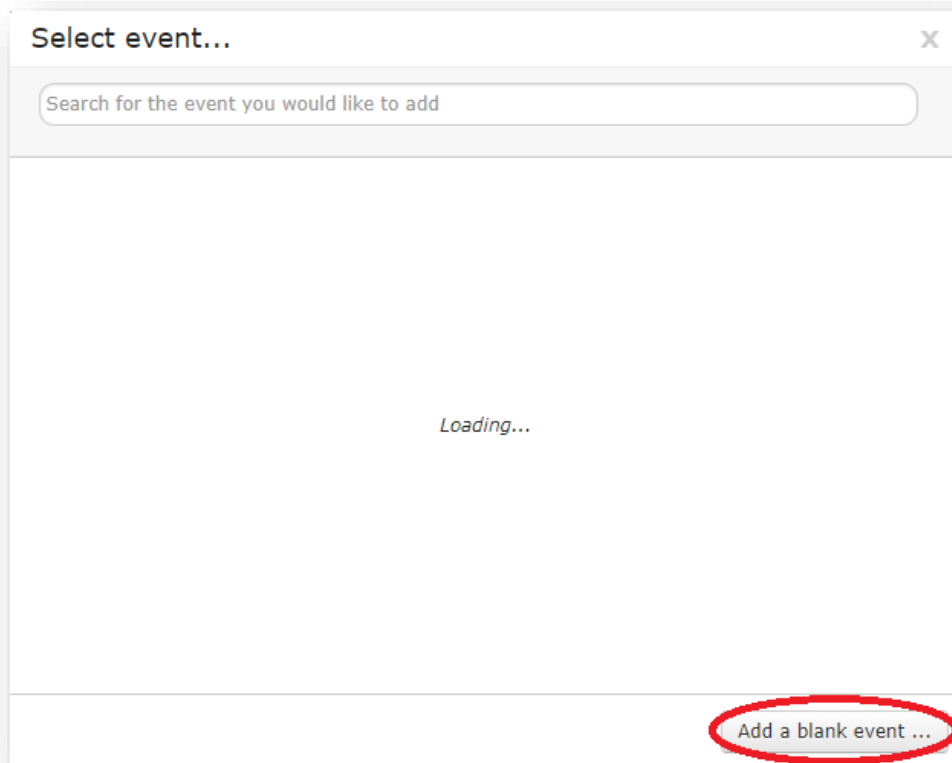
1. Click **Newsletters** at the top left.
2. Click **Newsletter Lists** on the left.
3. Click the **Starred** button at the top of the page to display only your newsletter.
4. Click the **View Issues** link then click the **Edit** link for your upcoming newsletter.
5. Hover your mouse over the quote at the top of the newsletter and when the **menu bar** appears, click **Add New—E-resource—E-resource with logo on the left**. Find the e-resource you want to use and click its **Use this e-resource** button.

1. *Library Events*

Open your newsletter, click the **Add New** button >> **Event** >> choose **Event – image on left** or **Event – no image**. If you include an image, use free (and free to use) high quality photos like the ones found at sites like Pexels (pexels.com), Pixabay (pixabay.com), or StockSnap (stocksnap.io):

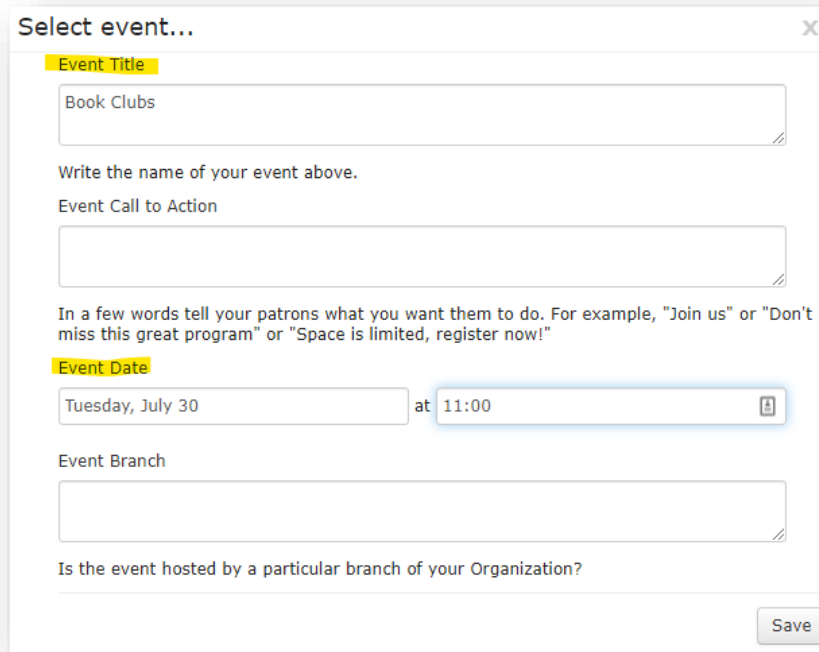


2. If prompted, click **Add a blank event...** :



If not prompted, go on to step 3.

3. Add an **Event Title** and an **Event Date**. If the event has multiple dates/times, enter a placeholder that you can later change to *Multiple dates at multiple libraries*:



Select event...

Event Title

Book Clubs

Write the name of your event above.

Event Call to Action

In a few words tell your patrons what you want them to do. For example, "Join us" or "Don't miss this great program" or "Space is limited, register now!"

Event Date

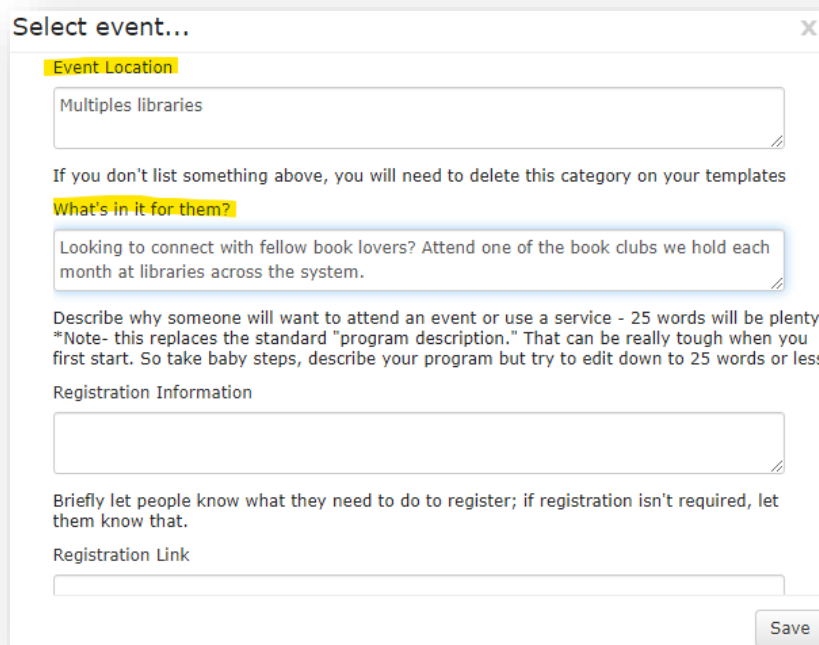
Tuesday, July 30 at 11:00

Event Branch

Is the event hosted by a particular branch of your Organization?

Save

4. Complete the **Event Location** field and in the **What's in it for them?** field, copy and paste your event's description from metrolibrary.org/events:



Select event...

Event Location

Multiples libraries

If you don't list something above, you will need to delete this category on your templates

What's in it for them?

Looking to connect with fellow book lovers? Attend one of the book clubs we hold each month at libraries across the system.

Describe why someone will want to attend an event or use a service - 25 words will be plenty. "Note- this replaces the standard "program description." That can be really tough when you first start. So take baby steps, describe your program but try to edit down to 25 words or less

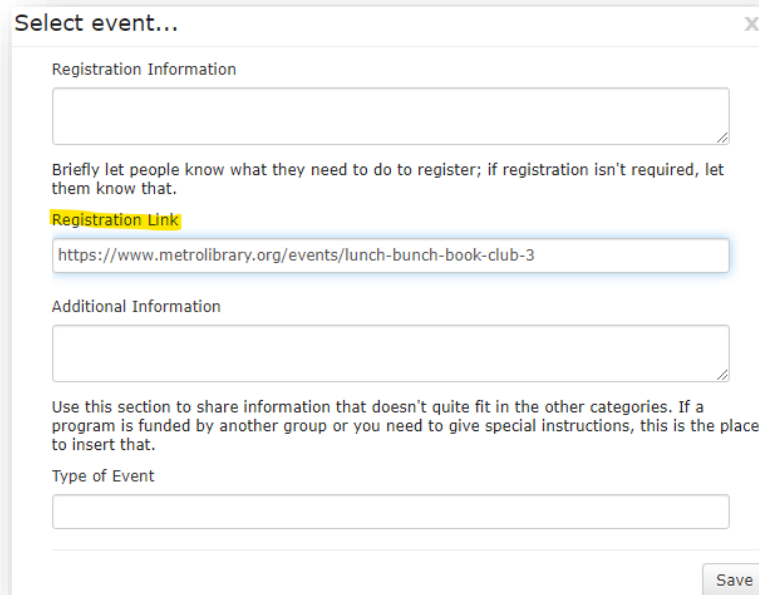
Registration Information

Briefly let people know what they need to do to register; if registration isn't required, let them know that.

Registration Link

Save

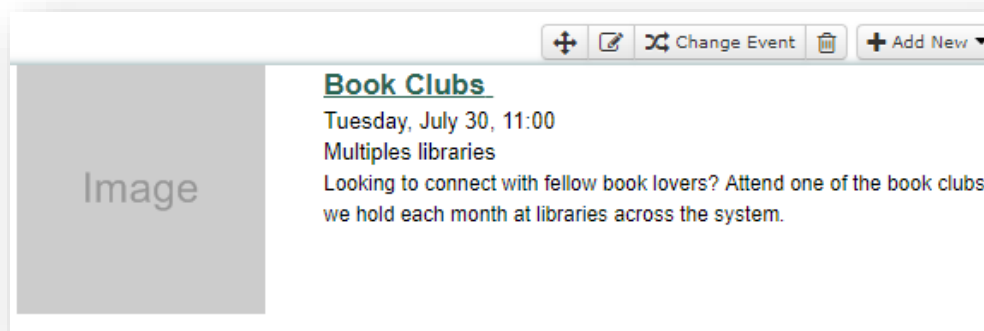
5. If the event requires registration or if you would like to provide a link to the event in our online calendar, copy and paste the event's URL from [metrolibrary.org/events](https://www.metrolibrary.org/events):



The screenshot shows a web form titled "Select event...". It contains several input fields and sections:

- Registration Information:** A large text area for registration details.
- Registration Link:** A text field containing the URL `https://www.metrolibrary.org/events/lunch-bunch-book-club-3`.
- Additional Information:** Another large text area for additional details.
- Type of Event:** A dropdown menu.
- Save:** A button at the bottom right.

6. Click **Save** and review your work. You can edit the text at this point to update details like the *Multiple dates at multiple libraries* listed above:



The screenshot shows a review page for an event. It features a toolbar with icons for editing, deleting, and adding new events. The event details are as follows:

- Title:** Book Clubs
- Date/Time:** Tuesday, July 30, 11:00
- Location:** Multiples libraries
- Description:** Looking to connect with fellow book lovers? Attend one of the book clubs we hold each month at libraries across the system.

Appendix

The links from the “Book Discovery Through Lists, Reviews, Summaries, and Recommendations” handout may be found at j.mp/bookdiscovery.

See additional genre-specific handouts on following genres:

- **Adrenaline Genres**

- Adventure
- Romance Suspense
- Suspense
- Thrillers

- **Emotion Genres**

- Gentle Reads
- Horror
- Romance
- Women’s Lives

- **Intellect Genres**

- Literary Fiction
- Mysteries
- Psychological Suspense
- Science Fiction

- **Landscape Genres**

- Fantasy
- Historical Fiction
- Westerns